97-84093-24

American Newspaper Publishers Association

The newspaper era of national advertising

New York

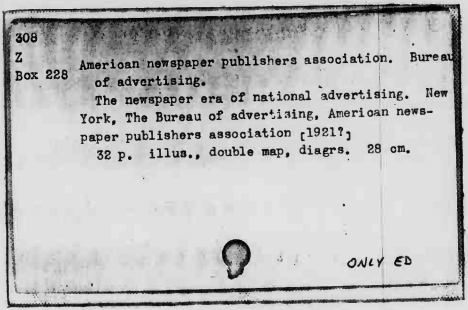
[1921?]

97-84093-24
MASTER NEGATIVE #

COLUMBIA UNIVERSITY LIBRARIES
PRESERVATION DIVISION

BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD



308
Z
Box 228 American newspaper publishers association. Bureau of advertising.
The newspaper era of national advertising. New York, The Bureau of advertising, American newspaper publishers association [1921?]
32 p. illus., double map, diagrs. 28 cm.

ONLY ED

RESTRICTIONS ON USE: Reproductions may not be made without permission from Columbia University Libraries.

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm REDUCTION RATIO: 14:1 IMAGE PLACEMENT: IA (IIA) IB IIB

DATE FILMED: 5/20/97 INITIALS: JLM

TRACKING # : 23657

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

Bat

308
Z
Box 228

The Newspaper Era
of
National Advertising

From the library of
Talcott Williams
Director of the School of Journalism
1912-1919

The Newspaper Era
of
National Advertising

THE BUREAU OF ADVERTISING
American Newspaper Publishers Association
World Building, New York · Marquette Building, Chicago

Foreword

IN 1920, the Bureau of Advertising published a book, "National Advertising and the Newspapers." This book was regarded primarily as a practical selling talk for the medium of newspaper advertising.

Experiences of the past half year in the advertising world have shown clearly that there is little necessity for emphasizing the position of the newspaper as the most important and useful of mediums. There is rather a need for constructive suggestions as to how newspaper advertising may best be employed to meet business conditions of the moment.

With this in view the Bureau offers "The Newspaper Era of National Advertising" as a contribution of service to all who are reckoning with advertising and merchandising problems. For the convenience of advertisers it includes summaries of important matters discussed in detail in the 1920 volume.

Since economy and effectiveness in the use of newspaper copy continue to interest advertisers and agencies, the Bureau was fortunate in obtaining the services of W. Livingston Larned to prepare the chapter, "Getting the Most Out of Newspaper Display Advertising." Mr. Larned's chapter in last year's book, "The Making of the Fool-Proof Newspaper Illustration," was of vast service to copy men everywhere; his latest analysis of the competitive quality in advertisements should be equally valuable.

The Bureau of Advertising.

The New Problem of Selling

IT is probable that no other periods in the history of advertising developed such extreme differences as 1920 and 1921.

The year 1920 found the consumers of America at the apex of their buying power, looking for merchandise of every description regardless of price. The expenditure for advertising broke all records and so great were the demands of merchants and manufacturers for space that few publications were without their "waiting list."

In such a day of inflation it was only natural that vast sums should be wasted or badly spent in advertising. Many advertisers made appropriations without regard to business economy—chiefly because their competitors were advertising. All advertising seemed to pay because business was forthcoming.

In the closing months of last year came the now too-well known "buyers' strike." The attitude of the consumer changed almost overnight. Manufacturer and merchant began to look for business. Shelves were crowded with products bought at high prices; the country faced the natural depression which follows a wave of indiscriminate purchasing.

Advertising fell off and many advertised lines suffered a selling slump which amazed their producers. Manufacturers who had gone heavily into advertising expenditures last year began to wonder whether or not they had made a mistake. Some wished they had the money for business requirements which they threw hastily and without much consideration into their 1920 campaigns.

Channels of Good Will

But through all this maze of business doubt and advertising perplexity, it was noted that products for which there had been created a strong consumer good-will, and particularly products which were entrenched in logical selling markets, suffered little in comparison with articles less soundly merchandised to the consumer. Makers of these products were quick to recognize the temporary character of the buying slump. They did not abandon their advertising, but they went at it with renewed energy and confidence. They were the first to report a picking-up in trade. Their combined confidence is perhaps the strongest stabilizing factor in the restoration of normal conditions.

The essential difference between the advertising being done in 1921 and that done last year is that the 1921 appropriation is aimed at a definite result while much of the money spent in 1920 was employed upon general principles. The 1921 advertiser wants to sell goods at the lowest possible cost and he wants to feel certain that he is actually doing this.

The widespread use of newspaper advertising by national advertisers came about largely through the economic necessities of the past ten years. And the conditions which brought this development were never more strongly marked than they are now.

Never before has the national advertiser appreciated so keenly the wisdom of intensive cultivation of markets where, because of favorable factors, there is a logical willingness to buy his product. He understands that each section of the country—each market—must be considered as a separate unit from the standpoint of climate and distance, social and business conditions which determine whether or not the trade opportunity which it offers is worth reaching for.

These considerations account for the comparatively large amount of advertising done nationally in the newspapers this year and, for what is more significant, the many advertisers who are coming into the dailies for the first time.

Launching a Product

THE national newspaper advertiser is primarily a believer in *applied* advertising. Therefore, when he comes to launch a product or to open a new territory, he first considers his advertising program from the standpoint of the right markets.

He recognizes that the buying habits of the people in various sections differ widely, because of the well-known differences in local conditions which govern these buying habits.

If the sale of his product may be affected favorably or unfavorably by warm weather, cold weather, rainy weather or dry weather, he must reckon with the various kinds of climate which prevail in this country at one and the same time.

If he is the maker of an electrical appliance, he must reckon with the fact that in one section 79% of the population live in electrically wired homes while in another, 8.4% have wired residences. He must also bear in mind that many communities reached by electrical current have no daytime service, in fact, of the 5000 central stations in the land, 1700 do not supply electrical current twenty-four hours a day.

If he is a maker of automobiles or automobile appliances, he must reckon with the per capita distribution of cars which is as high as one for every twelve persons in one section and as low as one for every thirty-one persons in another.

If he is making a luxury he must reckon with figures showing income tax returns, bank clearings, wages, rents and other statistics of earning and spending power.

If he is making a laundry soap or a washing appliance he will be interested in the character of the water supply.

Preliminary investigations will show him not only his opportunities section by section for selling people the kind of goods they want and can use, but will also give him an idea of the amount of business he can expect. This, considered in connection with the location of each market and other factors which determine the cost of selling in each community, will in turn finally determine what markets are worth while for intensive cultivation.

The manufacturer is a rare exception who finds an equal opportunity in all markets. In most cases, because of the conditions outlined, he finds that his opportunity to do business profitably is confined to well-defined areas.

The Bureau of Advertising, with the help of its members, has endeavored to be of service to manufacturers looking for logical markets by making surveys of various industries or investigations covering specific lines. This work it is always ready to attempt without obligation to the advertiser or to the agency.

Adequate Distribution First

In the judgment of the Bureau, every manufacturer who enters a market for intensive cultivation through newspaper advertising, should have his representatives call upon the trade direct and, on the strength of the advertising about to be done, obtain adequate distribution before the campaign begins. Too much stress cannot be laid upon this important point.

In the first place the salesman who goes to a retailer with a good product in one hand and proofs of a newspaper campaign in the other, has the best possible chance of interesting that retailer in the product. The dealer understands the value of newspaper advertising; often he is a newspaper advertiser. It is the one kind of advertising which he knows will reach adequately all his own customers.

He may have been induced at times to stock articles which were advertised in some less intensive way than through the newspapers and he

Mr. John W. Salesman,
Peoples Hotel,
Anytown, Anywhere.

Dear John:

Riding on trains and sitting around the hotels these days you hear a good many wistful desires "for something with a kick to it".

That is an expression that aptly describes the kind of advertising we are giving our dealers. Our advertising has a "kick" to it, because it appears in the daily newspapers that circulate among the people to whom your trade must sell our goods.

Every city has its own newspapers, and every newspaper is as local to the city as the city monument. It is the place where everyone turns for information and the place where most of the people read the advertisements.

They cannot miss our repeated stories about (INSERT NAME OF PRODUCT). We are bound to register and the dealer is bound to feel the "kick" at his store counter.

Emphasize this newspaper advertising when you are talking to the trade. Point out that there is no waste in our advertising money, that the dealers are getting the benefit of every cent of it. They won't have to say much about (INSERT NAME OF PRODUCT) to those who have been reading the newspapers every day. Usually, all the dealer will have to do is to show the goods. The customer will do the rest.

Good as our merchandise is, it is no better than the selling service we are rendering. Emphasize this in your talks and you will find that the orders will be easy to get. There never was a better time than the present minute to talk quick sellers and newspaper advertising.

Yours very truly,

Sales Manager.

"Letters to Traveling Salesmen"

One of a series of letters prepared by The Bureau of Advertising for the use of sales managers among the men on the road. (These letters are available for anyone interested.)

may have laid in, under these conditions, what he calls "shelf clingers." But he knows that if there is anything whatever in advertising, newspaper space used in his city to exploit a product will accomplish the utmost in helping him sell that product across his counter.

The manufacturer should interest his salesmen in the newspaper advertising and show them what it means as a sales builder so that they may talk intelligently and forcefully to the retailer about the campaign.

The Bureau of Advertising has given some thought to this matter and has produced a series of "Letters to Traveling Salesmen," a sample of which is reproduced on page seven. These letters have been in great demand by national advertisers and are available for anyone interested.

Having obtained adequate distribution and having informed and interested the retail and jobbing trade, the manufacturer can start his newspaper campaign with full confidence that he has done his utmost in a preliminary way to insure its success.

Wherever possible it is a good plan to print the names of the dealers handling the line at given intervals throughout the campaign. This often involves a mass of detail work, but it is obviously valuable in that it shows the consumer where to buy as well as what to buy and it usually produces a favorable reaction among the stores.

The Valuable Retailer

In passing, it may be said that the average national newspaper advertiser values at its proper worth the good-will and the support of the retailer. The thought may disconcert some large organizations, but it is none the less a fact that the leading dealer in any line, in any city, is a stronger factor with his consuming public in that city than the manufacturer whose goods he sells.

H. S. Baker, advertising manger of the Chamberlin-Johnson-DuBose Company of Atlanta, in his brochure, "National Advertising and Retail Selling," makes this significant remark:

"Vast potential power lies in the tremendous sums of money spent by manufacturers in advertising their products to the consumer.

"To render this power an active ally of the retail merchant, who is, when all is said and done, the most important link in the chain of distribution, it is necessary that those interests having control over the destinies of advertising appropriations realize more intimately the problem the retail merchant faces in the disposal of merchandise to the consuming public.

"For this problem is also the problem of the manufacturer who undertakes to advertise his merchandise direct to the consumer, and this fact, in connection with such a manufacturer, is incontrovertible:—'No merchandise is sold until it is in the hands of the consumer and paid for.'"

Getting the Most Out of Newspaper Display Advertising

Keen Competition Makes it Expedient to Keep a Watchful Eye on Composition, the Placing of the Illustration and Distribution of White Space. Conspicuous Examples of the Right Way.

By W. LIVINGSTON LARNED

THIS is the era of newspaper advertising. There is more of it than ever before and it is better advertising. By a strange turn of the wheel of fortune, the newspaper has been placed in a position where it can demonstrate not only its power as a medium but the opportunities open to those who believe that newspaper advertising can be made artistic, even beautiful.

There has existed a very stupid tradition that because of known limitations in the way of printing, ink, paper, etc., newspaper campaigns could never attain a very high art standard. This doubt has persisted in the minds of some advertisers, while others have repeatedly shown the idea is a misrepresentation by producing campaigns of undeniable charm and distinguished artistry.

But now that the business trend dictates larger expenditures in this direction, the trained minds of visualizers, artists, composition experts and production managers have been compelled to experiment.

We find, therefore, a new era of newspaper display; an inspirational development. The improvements branch out into innumerable important ramifications. First of all, the IDEAS are better. The art is wider in its technique and produced by a better grade of talent. Ingenuity is blossoming in the matter of individuality of composition.

A Fight for Attention

We believe we are privileged to state that in this last field of endeavor, newspaper advertising expresses its most telling advancement. Necessity has been the mother of a great many inventions. For since there is a greater volume of newspaper advertising and the competition is keen, it becomes proportionately more essential to arrive at genius in the lay-out.

A magazine full-page has only the page opposite as rival. Smaller units have no alarming competition. But the newspaper page is large and the competition bristling with cleverness. First—attention is, of course, desirable. Every advertiser would like to say: "If the hurried reader sees any of the advertisements at all, he will see MINE. For my display manages to catch his eye first."

And here enters another one of those mossy traditions. How often we hear the hackneyed remark: "I do not go into the newspapers because if you do not use very large and dominant space, your appropriation is lost in the shuffle. It is a clam-chowder of many things. The large department stores splash their mixed subjects all over the place. To compete with them for reader interest is well nigh out of the question."

All of life is competition. Men who fare forth into the open market must compete with other men. And in advertising, as in men, personality counts.

It is neither necessary nor advisable to be freakish in newspaper display, to "catch the eye." But it is necessary to observe certain well-defined rules of the game. What a common mis-

take it is for advertisers to judge a single advertisement or a series from proofs, from large drawings placed on a committee room table, from

USE CONCRETE
FOR PERMANENCE
A gallon of gasoline will take you twice as far on a Concrete Road as on the average dirt road. That's why Concrete Roads pay for themselves.
PORTLAND CEMENT ASSOCIATION
To Improve and Extend Uses of Concrete
Write for Good Roads Booklet E-2

One of a connected series. Liberal marginal whites lend individuality and provide for reader attention on the newspaper page. The very small illustration, held to a square, is far more effective than would be one that spraddled across the entire top of the advertisement.

the way they may appear sprinkled through a special folder designed to acquaint dealers of the extent of an advertising campaign.

The real test is the test of juxtaposition with competitive advertising, with all the vast sea of display matter that it must inexorably face on an equal footing.

Practical Tests

The advertising manager of a soap manufacturing industry that spends literally millions of dollars in newspapers, has, it seems to us, the solution of this problem. Not long ago he began the preparation of a fall and winter three-column ten-inch campaign for newspapers the country over. He had clerks in his department secure sample pages from newspapers, large and small, from various territories. "Select," said he, "not pages containing a FEW advertisements and a great deal of straight reading matter. Give me the stiffest competition each sheet presents. I prefer pages loaded down with heavily illustrated advertising—and a great many of them to the page. Mount these on stiff board and place them on my desk."

Says the woman who knows
HEINZ
OVEN BAKED BEANS
with Tomato Sauce
"Beans are extremely high in food value and rich in flavor—if they are prepared the right way. Heinz Baked Beans are baked upon the same good principles established by our New England mothers. Slowly baked in real ovens by dry heat.
"Baked to a tempting golden brown—until each bean is mealy, mellow and delicious clear through to its center
"Taste good? Why, nothing can compare with them. The delicious tang of Heinz Tomato Sauce is blended right into the oven baked flavor of the beans—and the result is perfection.
"Economical? Of course! You get full food value in every bean. Complete goodness in every can."
One of the 57

Heinz products are being liberally advertised in a general newspaper campaign—the first, by the way, of this magnitude in a great many years. We happen to know that those in authority have very set ideas in the matter of what kind of illustrations to use, set-up, and the spirit of lay-out for best results. Note the clean, open illustration, with areas of solid black as opposed to plain white paper. "Can't lose it," can be truly said of the entire series.

His idea sketches he ordered made the same size, on thin paper, and roughly indicated in pen and ink rather than in pencil. And these sketches he pasted into the mounted newspaper pages, surrounded by other advertising material as mixed in character as he could find.

And then he made his decisions.

Among other discoveries he found the very thing that we wish to emphasize—tremendous importance should be placed upon the composition, the unique and individualistic lay-out. Regardless of its merit as a drawing, its charm as a piece of expert typography, if the general make-up of the advertisement was not exceedingly clever, these units faded into insignificance. They were excellent only so long as they were not pitched into the ring and asked to fight it out with other advertising campaigns.

Analyze this statement. Coldly, bluntly, it means just this:

Quality of material must be backed up by the utmost care in display. A rose in a garden of weeds loses much of its identity. Clear a space around that rose, dress up its environment, and you have attention-compelling quality.

Newspaper advertising has its weeds. Little local campaigns crop up overnight, inevitably, and under conditions that can never be avoided. The small-town advertiser must work with the tools at his command. He is not to blame if his talents, his immediate instruments, are not on a par with those of the large advertising centers.

Experience, therefore, teaches at this period that extraordinary attention should be paid to the first physical impression of the display. Does it appeal to the eye AT ONCE, when the newspaper page is opened? Does it merge into surrounding matter? Can its pictorial embellishment compete successfully with the other illustrations on the same page? Has it sufficient white marginal space to segregate it from competition? Are its borders and composition lines daring, original, out of the commonplace?

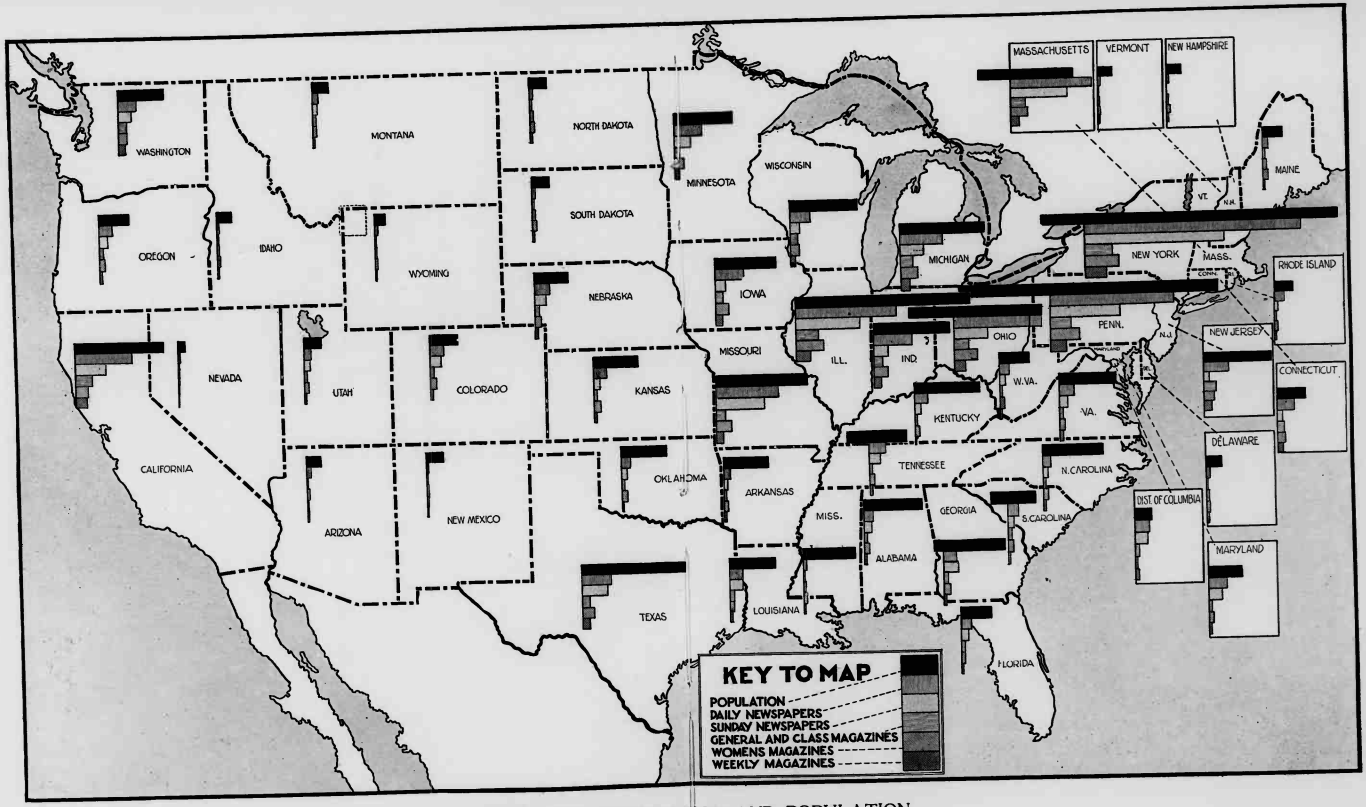
Successful Examples

Suppose we illustrate this with a few vivid and entirely successful examples.

When Eversharp advertising went into newspapers—as small as two columns square—the lay-out scheme that has prevailed in magazines was retained. At least sixty per cent of the total area was plain white space. The pencil was placed at a peculiar angle, which alone proved an eye-

The Eversharp advertising, both in magazines and newspapers, has been characterized by a most unique trick display. This basic theme has been used throughout, in every piece of copy, and has succeeded in establishing an individualistic atmosphere for the product. The human eye eagerly follows action—a moving line. These displays in newspapers have been particularly successful.

catcher, and from the point swung graceful, sweeping lines, terminating in a single long-hand sentence—or one word. When considerable type was employed, it was set at an angle and in peculiar forms. What was the consequence? You saw this small-space advertisement FIRST. The act was unconscious on your part. You simply HAD to look.



COMPARING CIRCULATION AND POPULATION

Reprinted from "National Advertising and the Newspapers" (The Bureau of Advertising)

Map showing total number of inhabitants and total net paid circulation of English language newspapers published in each state, also distribution of magazines and national weeklies.

IMPORTANT NOTE.—To facilitate proportionate reproduction, the bars representing population figures were drawn 33⅓% less than actual scale size. Compiled from figures obtained from A. B. C. reports, Editor & Publisher and Barbour's Rate Sheets.

Coca Cola looked over the field and decided to bid for reader interest with advertisements that were almost wholly illustration. And unusual illustrations, at that—look-down novelty views or panoramas containing much action, numerous small figures, enough human drama to keep a person studying the picture for several minutes.

It was a NEW idea in newspaper advertising. Nothing in the paper even remotely resembled it.

With the basic idea in mind of trading upon the known popularity of the newspaper "comic," some advertisers have secured the services of the very men who have become popular and famous in this field, and whose work would appear in the same newspaper with the advertisement. A cigarette campaign has illustrated its entire series with humorous cartoons by Briggs, whose work is syndicated in newspapers from coast to coast.

Coca-Cola
"Court Day"
A day when thirst appeals and wins a decision that Coca-Cola is delicious and refreshing every day.
THE COCA-COLA COMPANY
ATLANTA, GA.

Coca Cola newspaper advertising this past year has followed a definite and topical theme. Minimum text and elaborate look-down view illustration supply an atmosphere that is absolutely different from any other campaign. It is possible for the reader to spend a half hour studying these elaborate drawings for the hundred and one individual bits of human interest action. For subject matter, they select well-known American events, characteristic, for the most part, of the smaller towns.

—that "down-in-Dixie" flavor
Whoopee-e-e, found at last!
KNOW what a big juicy hankerin' down for your cigarette?
That's what Piedmonts do for your smoking.
They hit you where you're hungriest—with that "down-in-Dixie" flavor.
For they're pure Virginia tobaccos—and that's the best that grows.
Look no further—Piedmont's the answer. Taste that lively, snappy flavor and there's only one thing to say—
"Found at last!"
Liggett & Myers Tobacco Co.
Piedmont
The Virginia Cigarette

Sometimes an advertiser finds it advantageous to cash in on the recognized popularity of a well-known newspaper cartoonist. In this case, Mr. Briggs, whose cartoons are widely syndicated, has drawn the illustrations in humorous style for an entire campaign. The Briggs fans will immediately recognize the artist's style, thus assuring added attention. Slanting headlines help attract the eye.

Newspaper readers, of course, recognize, in drawings of this character, old and honored friends. Even serial characters are made to do advertising duty. It is a "trick" idea, supplemented by compositions that give the pictures a fair run against competition. Of course, in the cases just cited, composition is less a factor than the basic idea, the theme.

The shape taken by text, mortises, illustration, influences to a large extent the power of the advertisement to STAND OUT over its neighbors. Remember, in a newspaper everything is set, prim, a composite of column rules and the monotony of the linotype. Much advertising follows

LUCKY STRIKE
Cigarette
To seal in the delicious Burley tobacco flavor.
It's Toasted
"It" improves by The American Tobacco Co.

A circle is always a bull's-eye and never grows stale as a trick means of compelling attention on a crowded newspaper page. This small single-column display has held its own, consistently, in the face of very heavy display competition. Circular compositions attract because they are in juxtaposition to so many set lines, column rules, the inexorable directness of the linotype machine.

the same prosaic rule. If you run counter to these principles, and go in for lines that constantly combat them, the eye pays the tribute of immediate attention. That is why a circle is a bull's-eye in a newspaper, regardless of how many times it is used.

Precious White Space

Several years ago, an advertiser whose product permitted him to use, judiciously, never more than one column, square space, literally compelled those tiny advertisements to blaze their way into the eye by confining both text and illustration to a triangular mortise, the remainder of the precious space being left pure white paper. But the white triangle and the triangle with its text and illustration were not to be lost on any newspaper page.

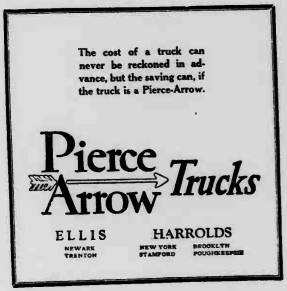
It is as necessary as ever to believe in the efficacy of white space. Time can never change this rule, nor dull its potent power to attract. It spreads a cool lawn for the advertising house, it holds off your competitors, it is the logical setting for the gem. The advertiser who packs his space to the brim with material is simply merging it into everything on four sides, and thus deliberately assisting in a loss of identity. White space gives CHARACTER.

The preparation of newspaper illustrations and lay-outs is, as always, a live issue. Repeated warnings have not prevented the occasional advertiser from using techniques that will not print under newspaper conditions and were never intended to, if judged through expert technical eyes.

It seems almost wise to repeat what we have said in previous years:

Do not make newspaper originals much larger than actual size.

Do not select a "fussy" technique in pen and ink that is apt to "fill in."



In any size, from two-column up to four, this Pierce Arrow display is guaranteed, in advance, against being "lost" in the maze of the day's advertising. The secret is largely one of a great volume of white marginal space, which automatically clears the field for the reader's eye and his immediate attention.

Do not employ half tones, save when they are scientifically treated and passed upon by an engraving expert.

Never attempt a half tone vignetted in newspapers.

When using Ben Days, have them applied to the plate rather than the original drawing, and select only the very simplest and non-complex patterns. A large majority of patterns in the Ben Day book were not intended for newspaper use.

Always see that plates are "etched deep." Rout out all superfluous metal in large open areas of illustrations.

Do not attempt, in pen technique, those things which please you so much, artistically, for magazine campaigns. There is little in common between the two mediums.

In justice to the newspaper it should be here stated that despite reports to the contrary, the Fourth Estate is printing better than yesterday, and far more attention is paid to the advertising results, from make-ready to stereotyping. We seem to see crisper blacks. There are fewer ink-clots and mussy, under-inked pages. The newspaper, taking pride in its advertising, guards against defects as never before.

Basic Theme in Pictures

A basic picture theme retained throughout a campaign can force attention. The new Colgate Company product, FAB, has employed this method. The package has been featured, together with numerous novel, swinging compositions of the water-and-wave theme on the label. These drawings are a combination of crayon and dry brush from line plates and they are a welcome relief from the inevitable "straight line drawing."

We have had in the past year more "teaser campaigns" than in all the history of newspaper advertising. Some have been worthy, others painfully mediocre. It is all a matter of the original foundation plan, and compositions worked

COLGATE'S
FAB
FAB—the wash-bowl flake, has been perfected by Colgate & Co., and its merit is guaranteed by their experience of over 100 years of soap-making.
These thin cocoanut-oil flakes cleanse any fine garment with the gentleness of toilet soap, yet so safely that the texture of the fabric is unharmed.
You get your assurance that FAB is a perfect product when you run a bit through your fingers and feel its silky texture.
FAB is a great convenience for washing colored dainties—stockings, lingerie—at odd times, because the flakes dissolve almost immediately in hot water.
It's only the work of a moment to pour hot water over a spoonful or two of FAB and stir it into a rich abundant suds.
(For directions see the package)

One of an extensive newspaper series used for the new Colgate product, FAB. Manufacturers are beginning to feel the need of SHOWING THE PRODUCT, and dealing less and less in generalities. Thus, this campaign gives the center of the stage always to the package together with swirling, frothy action, borrowed from the pictorial theme on the label. A most attractive dry-brush technique, on rough-surfaced paper, gives the series additional character.

out by visualizers who can make comparatively small space "sing."

Is there anything more encouraging than the gradual appearance, one by one, in newspaper advertising, of our most noted American illustrators? Who would have thought, a few years ago, that the drawings of Coll, of Gruger, of Peters, of a hundred and one other notables, would at last find their way into newspaper campaigns—to sell goods—a commercial purpose? Yet what could be more worthy, more honored! Industry needs these men, for, indirectly, they put their

artistic shoulders to every factory wheel, and keep markets in motion.

And with the coming of the celebrated artist, has come diversity of pen and brush and crayon technique. All of the sorry, drab things of the past are disappearing. The advertiser is embarrassed over his own shortcomings when his commercial art is cheap and unworthy. He knows "it is not being done" in the best regulated advertising families.

One Shrewd Plan

Follow the plan of one shrewd advertiser, who, when he has a newspaper campaign to originate, pastes pieces of white paper the exact size of his space on newspaper pages, and draws upon them compositions, mortise lines, ideas of display, that provide for an exceptional amount of sensational power when the completed job is sent out in electro form.

Despite the volume of newspaper advertising, no campaign, no single display, need be "lost," if the same grave, analytical care is given composition that has been so much in evidence of late years in the magazine field.

Stop—stop for good and all the lazily indifferent custom of judging, as we have said, your newspaper campaign by how it looks isolated from its environment.

Place every sketch, every proof, in the battle-ground of its greater activity. Pit them against competition, and see that the competition is severe.

We know an advertiser who deliberately discarded an entire campaign after drawings, plates and typography had been completed.

For when the job was printed and ready to be sent out on its schedule, someone—some thoroughly conscientious man—realized that the BEST had not been achieved. These advertising illustrations—the typography—were as high in character as money could buy and talent produce, but the series lacked that equally important element—the factor of compelling attention.

As Capable as Eversharp

Money cannot buy a better writing instrument than the Wahl Fountain Pen, which is made by the makers of the famous Eversharp Pencil.

Like Eversharp, this pen makes writing a pleasure, its flexible gold nib gliding over the surface of the paper smoothly and without effort.

The ink flow is never too fast, never too slow, because it is automatically controlled by the Wahl comb feed. Get yours today.

THE WAHL COMPANY, Chicago

WAHL FOUNTAIN PEN

Step in at your dealer's and get your Wahl Fountain Pen today

Positive genius is expressed in this style of basic layout, for it is absolutely certain to claim first attention from the newspaper reader. The arrangement of the ruled lines and the compact segregation of the type bring this about. On a page with seven other illustrated advertisements, this novel display caught the eye first—and unerringly.

And he discarded the campaign and issued another one.

A certain type of invincibility of spirit has been produced in advertising in newspapers of late, born no doubt of grim necessity—business depression. We are not doing things in the old slipshod manner. We are not saying to ourselves: "Oh, well, anything is good enough for the newspapers."

Some of the most artistic, the most ingenious, the most effective advertising is newspaper advertising.

And if you trace down the reason, you find that the mere mechanics of the problem have been pretty thoroughly mastered. The advertiser has found a way to give his campaign marked individuality—it belongs to the "burning barn on a dark night" family. It refuses to be overlooked by even the busiest, the most preoccupied newspaper reader.

And there you have a sermon, a current advertising theme, a lesson, if you please.

Advertisers must begin to think more and more of their campaigns, not singly or in personal units, but as something that goes into a composite thing.

There was once a French academy artist who nearly always came in for popular notice at exhibitions. His paintings drew the largest crowds when several hundred canvases were hung in competition. He followed a very simple, a very obvious idea. The others failed to think of it. His pictures were invariably of a different shape than the majority, they were framed in an unusual way, and the color scheme was unique, different. As you entered the exhibition, you were forced to observe HIS canvases first because of these very factors. His actual knowledge of art, his technique, might not have compared with his fellow artists.

But he had an idea—an idea! Don't you see?

Next to the sales sense that must always be in the campaign—

THE COMPOSITION IS THE THING!

What is the Ideal Schedule?

"HOW often should our advertising appear?" This question is frequently asked by national advertisers.

There are advocates of "large space occasionally" and those who contend for "small space frequently." Others take a middle ground of "good display as often as the appropriation permits."

Each program has behind it reasonable argument and successful results.

There is a strong tendency among national newspaper advertisers to regard the *daily* publication of the newspaper as an asset in offering them the maximum *frequency* of advertising appeal.

There was a time when the "short life" of the newspaper was referred to as a weakness. But a compensating fact dawned upon the advertiser who reasoned that "there is a new newspaper every day."

It is obvious that the effectiveness of an advertisement depends largely upon the reader's interest in the publication in which it appears. Is there anything that men and women approach with keener interest than the new newspaper of each new day? Its columns teem with life and activity, in news and in advertisement it radiates action—an invitation to take impressions and an impulse to act upon them.

So every newspaper advertiser operates always in this atmosphere of attention and receptivity, newly charged each day with the current of events.

Utilizing an Asset

The advocates of frequent insertions are therefore utilizing the advantage of the daily appearance of the new newspaper.

Of course the length of time the campaign is to run and the amount of money that may be spent are governing factors. It may well be considered dangerous to cut single insertions so small, for the purpose of appearing frequently, as to rob them of effective display. It seems equally dangerous to use a given amount of space as a sort of fireworks and "shoot it" in a series of occasional brilliant flashes in the hope of making an impression.

The sky always looks darkest after a rocket has passed.

It is a safe rule to say that advertising should parallel opportunities of time and place to sell goods or cultivate consumer good will. If the article advertised is sold only at certain seasons, advertising should parallel these seasons carefully and precede them by a reasonable margin. If the product has an all-year-round sale, the nearer the advertiser can come to an all-year-round campaign, the more reasonable his assurance of success.

Experience among national advertisers indicates clearly the wisdom of two, or preferably, three-times-a-week copy throughout the campaign. Such a program strikes a fair balance with the opportunity of daily newspaper publication. As far as possible the advertiser should make schedule and appropriation fit this pattern—always keeping in mind the danger of the "vanishing point" in display copy. But page copy does not always mean effective copy, and a small advertisement skillfully handled can conserve space and still retain selling power.

An example of the effectiveness of continuous, frequent copy of small size that interested the advertising world in the past year may be cited:

A Food Success

A maker of food products had won success with several articles. He is a consistent newspaper advertiser. A newer product suffered during and following the war, owing to manufacturing difficulties. A survey found it fifth among competitors. Then a three-times-a-week newspaper series was started—and some of the advertisements were less than 100 lines single. A year's consistent advertising, backed by good merchandising, found it occupying first place in its field.

Some national newspaper advertisers find large space useful for an "impression" at the beginning of a campaign—particularly when they are launching a new article. Some find it valuable at intervals—to carry lists of dealers or to make special announcements. But following consistently the character of the medium of daily newspaper advertising, it is safe to say that the modern tendency is to think first in terms of frequency and afterwards in terms of space to be employed.

This is, in no sense, a plea for the small advertisement. A full page a day would give the national advertiser the maximum of display and frequency. This would be ideal in theory, but inadvisable in practice. How nearly can the advertiser fit his campaign to this principle with due regard to selling economy?

The answer broadly is this: A safe newspaper schedule is one that parallels selling opportunities and consists of as many advertisements as the appropriation will permit, provided no advertisement is too small to be effective.

What Shall I Spend?

THIS question constantly dances before the advertiser's eyes from a variety of angles. It obviously bears on the other question of "Where shall I spend it, and how?"

"How shall I determine the size of my appropriation?" asks the advertiser. "What are my competitors spending? Should my appropriation be a percentage of gross business, or a fixed sum

per unit, or shall I appropriate what I think the traffic will bear? Should my figures be based on what I did last year, or what I expect to do this year?"

Frequently these inquiries are complicated with intricate collateral questions bearing on costs and selling. They cannot be answered by a sweeping rule, but they can be satisfactorily settled by the application of some simple common-sense principles.

Just as surely as two and two make four, does rightly directed advertising increase sales profitably; build up good will and provide insurance against dull times. Advertising that does not pay from one or all of these angles is not correctly done. Results must square with sales and profits as relentlessly as the commercial traveler's expense bill.

What his competitor is spending is interesting to the manufacturer, but not important, unless expenditures can be checked up against the competitor's profit and loss.

As to percentages, these will automatically adjust themselves after the advertiser has figured out what it is he wants and what it is worth to him when he gets it.

Newspaper Advertiser's Advantage

In making up appropriations, the newspaper advertiser has a definite advantage. He can study his markets in advance and appraise each one with the acid test of "What is that market worth to me?"

A market may well be worth a disproportionate present expenditure that will be paid for in the increasing returns of later years.

One manufacturer of a toilet article who has built his product from a one-man business to a $10,000,000 a year turnover, by introducing his goods market by market through newspaper advertising, very frankly figures on immediate losses to make future gains. He says:

"My experience has taught me that it takes me three years to entrench myself in a given market. During those three years, I will not make any money, because my advertising will not pay until sales reach a certain point. After that time, the profit begins to come in and keeps increasing. Once I get a market, the merit of my product, plus some reminder advertising, holds the bank balance in the right place."

Most advertisers can work out a sound ratio between distribution and advertising expenditures. A typical example is the plan of a Philadelphia manufacturer. He says:

"The essential points of our plan are as follows: As soon as we have secured 60% dealer distribution for our product in any territory, the local newspaper advertising automatically starts in that particular territory. The figure 60 is not arbitrary, as you might suppose. It is based on a statistical investigation that was conducted by us to determine what percentage of distribution would be necessary in order to make our local newspaper advertising immediately profitable.

"By our plan, we have allowed a percentage of $1.00 per brush manufactured, which goes into a fund that is later used to sell that particular brush. Thus, when we distribute 10,000 brushes in a territory, we instantly have $10,000 to spend for advertising in that territory. We could begin our advertising with the sale of the first dozen brushes, but we prefer to secure a normal distribution before the advertising starts. And our statistics show us that 60% is the right proportion to enable us to dominate any particular city from New York down to the smallest village which boasts a country weekly."

The Literary Digest Campaign

There are many manufacturers today who think they have reached a saturation point when, as a matter of fact, they have merely scratched the surface.

The Literary Digest, in some clever page newspaper advertising, has just given its own experience in this direction.

Five years ago statisticians figured that the circulation of the Literary Digest, then 500,000, was its limit because that was about all the readers the publishers might expect for a weekly of its type.

The publishers were not satisfied with this view and backed their opinion by a million-dollar appropriation for newspaper advertising. When this campaign began, the Digest's circulation was 485,930. In seven months it had increased to 655,030, and in eighteen months it had jumped to 950,000. Today it is well over 1,000,000, and continuous newspaper advertising is still increasing its circulation. The saturation point is not yet in sight.

It is obvious that the man who attempted to blanket the country with newspapers would spend a great deal more money than the man who used general mediums, because he would be buying all the circulation that it was possible to get and covering every section thoroughly.

A few advertisers are actually doing this this year, but they are concerns whose distribution is fully 100 per cent and who have practically equal competitive conditions at every point.

The manufacturer who uses newspaper advertising merely as he seeks to cover certain markets does not necessarily spend a large sum. Furthermore, he spends it where he wants to and where he can measure results and satisfy himself whether it is paying or not.

Timid advertisers sometimes lose by spending too little. This is just as serious a mistake as to spend too much. It is possible for the advertiser who uses newspapers to work out exact percentages by a series of tests in various markets which can be conducted for a comparatively small sum of money.

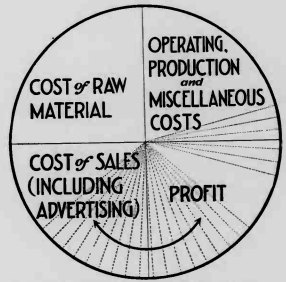
The Manufacturer's Dollar

Reprinted from "National Advertising and the Newspapers" (The Bureau of Advertising)

THE manner in which newspaper advertising applied to logical markets reduces selling costs may be clearly visualized by a simple illustration.

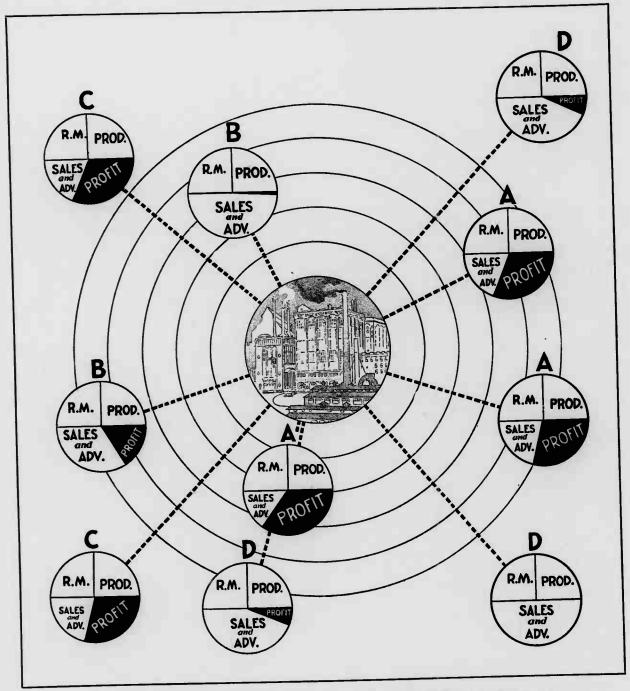
Draw a diagram of the average dollar spent by the manufacturer who distributes and advertises nationally. (See Figure 1.) Divide it into four segments. The size of these segments will vary greatly with each line of business, but for the sake of the illustration make the divisions arbitrarily. Label the upper left-hand segment "Cost of Raw Material," the upper right-hand segment, "Operating, Production and Miscellaneous Costs," and the lower left-hand segment, "Cost of Sales, Including Advertising." What remains is marked "Profit." How may the latter segment be enlarged by reducing the other three?

We shall not concern ourselves with a detailed discussion of the upper portions of the dollar.



THE MANUFACTURER'S DOLLAR *(Fig. 1)*

Divided into four arbitrary (and somewhat exaggerated) parts. The problem is to increase the segment marked "Profit" by cutting down the other three.



THE MANUFACTURER'S DOLLAR AS IT APPEARS IN VARIOUS MARKETS *(Fig. 2)*

Reprinted from "National Advertising and the Newspapers" (The Bureau of Advertising)

The segments marked "Sales and Advertising" and "Profit" change in accordance with market opportunities. Location as regards the plant and sectional buying habits are the factors which cause the variations.

NOTE.—The size of the segments, particularly those in the lower half of the dollar, are obviously inaccurate, the exaggeration being employed for purposes of graphic illustration.

Raw material costs are governed by market conditions which bear similarly upon the problems of all manufacturers in like lines. Operating and production costs are susceptible of reduction by labor-saving and efficiency schemes, but these are fixed at the factory. The lower part of the dollar is the portion which varies in the scheme of marketing.

Carry over the picture of this manufacturer's dollar to the chart which shows how the dollar looks in various markets (Figure 2). The upper half of the dollar naturally does not change in any market since the problem here is purely one of selling cost. But note the tremendous variations in the lower part of the dollar. (The exaggeration of these segments in the diagrams will be pardoned for the sake of emphasis in illustration.)

In the center of the diagram we find the manufacturer's plant, and radiating from it are markets at varying distances and differing widely in local conditions because of the well-known differences in climatic, industrial and social conditions already noted.

The Different Markets

The dollars marked "A" represent money spent for sales and advertising in a series of markets selected, first, because of their advantageous location to the plant, insuring low cost of traveling, freight and express rates and the like, and second, because the buying habits of the people in these communities are favorable to the product. The result is that the segment marked "Sales & Advertising" is reduced in size, and the segment marked "Profit" is increased.

The dollars marked "B" indicate markets which are advantageously situated so far as location to the plant is concerned, but the buying habits of the people in these localities are not favorable to the product and the proportionate amount spent upon sales and advertising runs away with the profit.

The dollars marked "C" show markets that are not so favorably situated, so far as distance from the plant is concerned, but the offsetting feature here that makes these logical and profitable markets is the extra-favorable buying habits of the people in the community.

The dollars marked "D" represent markets which are not only unfavorably situated from the standpoint of the plant, but are unfavorable because the buying habits of the people there are against the ready sale of the product. The result is that the sales and advertising effort is virtually lost in them.

Each one of these markets is a logical market for some line of products, but only some of the markets are the best markets for any one line. The national newspaper advertiser knows this and picks his markets.

Turn from this illustration to the map on pages 12 and 13 showing population and circulation of newspapers and magazines. It will be seen at once that the newspaper advertiser has an opportunity to cover any state or section adequately through newspaper advertising without wasting circulation in communities where he has no reasonable opportunity to sell goods at a profit. It also shows clearly that he cannot get enough circulation at any point through any medium save the newspaper to make a consumer impression in his good markets, and that he gets far too much circulation through mediums of national distribution in the unprofitable markets.

Meeting the Needs of Today

NATIONAL advertisers have called on newspaper advertising for an endless variety of service during the past few months.

Some have used it to hold their positions in face of threatened depression, others have used it to launch new products, to make dramatic

changes in merchandising policies, to adjust price lists overnight, to help dealers get rid of overstocks and for almost every conceivable phase of public appeal.

A typical instance of what might be classed as applying "a little more of the same" to a business problem is seen in the policy of the Postum Cereal Company, of Battle Creek, Mich.

Postum, Post Toasties, Grape Nuts and other food products of this company had already been entrenched and built up by newspaper advertising. When the "buyers' strike" came, the Postum Company merely ordered full steam ahead, continuing its regular newspaper schedule and applying more advertising here and there as it seemed to be needed.

Describing this policy and its results, H. C. Hawk, chairman of the C. W. Post Interests, says under date of May 21, 1921:

"While quite unnecessary to reiterate the high regard in which we hold newspaper advertising, you may have noted that during the last few months, when it has been quite strongly intimated that there has been considerable depression in business, we have persisted in a very liberal newspaper schedule with most satisfactory results.

"Postum, Grape Nuts and Post Toasties have been, by our methods, so extensively and intensively presented to our friends—the public, that even in so-called hard times, we are permitted to enjoy the fruits of a franchise thus substantially established.

"Nearly a quarter of a century ago the Postum Cereal Co. was among the first advertisers of foods to recognize the wonderful possibilities in newspaper advertising, and from this long experience, we know that newspaper advertising does furnish the very best channel for introduction, development and maintenance of demand for meritorious products."

The "Lucky Strike" Campaign

Another illustration of the same policy is the campaign of the American Tobacco Company on Lucky Strike Cigarettes. This brand was put on the market and raised to a preeminent selling position in record-breaking time chiefly by newspaper advertising, plus intensive sales work.

When the business clouds gathered, the American Tobacco Co. decided to concentrate advertising on this brand in the newspapers and to enlarge the list throughout the United States. The campaign is still running, and the sales of Lucky Strike are increasing month by month.

Describing the plan and the results to date, A. C. Mower, advertising manager of the American Tobacco Company, under date of June 1, 1921, says:

"We have launched a continuous campaign of small space in preferred position, which began to run in January and which will continue throughout this year. These ads are appearing in practically every newspaper in this country, both American and foreign. This is our present plan of advertising Lucky Strike and one which works even better with our sales organization than any previous plan. You can see that it is almost impossible for any of our men to go anywhere and not be able to show the dealer the Lucky Strike advertising in his local paper.

"So far, we have every reason to believe that this plan is helping to widen the distribution of Lucky Strike and to increase the sales."

The Gillette Co.'s Faith

Perhaps no more striking demonstration of faith in newspaper advertising has ever been furnished than the present program of the Gillette Safety Razor Company.

The Gillette Company had a great problem —perhaps the biggest and most vital that has arisen in their many years of successful merchandising. The Gillette Razor has been protected by patents, but the company knew these patents would expire on November 15, 1921. After that it would be possible for any competitor to make a razor of the Gillette type.

The first Gillette problem was to get a razor even better than the old one which they could protect for another period of years. This was solved by the experts who designed a new model and covered it with patents on January 13, 1920. The company then had before it the task of establishing the new razor before November of this year and at the same time anticipating competition on the old style models.

With a carefully worked out selling scheme and an advertising campaign confined almost exclusively to newspapers, the Gillette Co. began the double job of establishing the new razor and at the same time taking over the low-priced market with less expensive models of the old Gillette razor to sell at $1.00, $2.50 and $3.00 each.

As this book is written, the newspaper advertising is still running, and in fact it is to continue right up to the Christmas holidays.

During the early days of the advertising in New York, the crowds at one of the Gillette service stations were so great that it was necessary to use policemen to keep the people in line.

A large retailer in New York with a number of stores had not yet closed his deal with the Gillette Company for the new razor, but when he was taken down and shown the police holding the customers back, he closed at once. Some of his store managers afterwards reported that they had lost from 40 to 50 sales a day by not having the new razor in stock at the beginning of the campaign.

The great industry of distributing food products affords numerous illustrations of the application of newspaper advertising to present conditions.

One highly interesting case is the change in program of the H. J. Heinz Co. of Pittsburgh which has recently become a large newspaper advertiser. This company, with its variety of products, its exceptional standing and its magnificent distribution, felt that there was one thing needed at the present moment—wide consumer appeal, so today the Heinz message is reaching the women of the country through the newspapers, and the Heinz products are continuing their progress from the store to the kitchen.

The Colgate Campaign

Colgate & Co., launching a new flake soap, FAB, not only chose newspaper advertising as their method of doing so, but selected what they believed to be their hardest market to begin their experiment. Speaking of this campaign, one of the Colgate representatives said:

"Starting off with teaser copy, then with a full page, and following with large size advertisements in the newspapers, Colgate & Company started the marketing of their new wash-bowl flake—FAB.

"The teaser copy ran daily for over a week telling folks that 'FAB is thin,' and similar curiosity-provoking statements. Finally the large ad broke, telling the housewife what FAB really is.

"But all that happened two months ago. Meanwhile FAB is still pounding away in large size advertisements, and growing tremendously in popularity—for FAB has become a necessity with the druggists as well as with the grocers."

Lux, Rinso and several other flake soap products that have achieved great success have been newspaper advertised, while other products of a similar nature not advertised in the newspapers have failed to make any great impression.

Billings & Spencer, since the first of the year, have turned from other mediums to newspapers to advertise hardware specialties. They report success.

Fruit-of-the-Loom muslin, a brand known to the women of the country for three generations, has been newspaper advertised since the first of the year. It is interesting to note that its sales have held up in face of a general depression in the cotton goods business, and today the mills making Fruit-of-the-Loom are the busiest of the B. B. & R. Knight group.

The California Fruit Growers Exchange found it necessary this year to move a large crop of

Sunkist oranges and Sunkist lemons with newspaper advertising. The California Raisin Growers have just completed an unusually large newspaper campaign, to meet the competition of foreign currants. These mark a complete change of policy on the part of the California fruit interests and are evidence of the trend of the times.

The Portland Cement Association advertising is an interesting example of a campaign that began with a small newspaper list which showed such excellent results that it has since been enlarged. Under date of April 21 of this year, this association reported:

"One of the evidences of the success of this advertising has been that because of the little key on our ads, suggesting that the reader write for a certain booklet we have related to the copy, our requests for literature have enormously multiplied. One office puts it in about this language: 'I have been literally swamped with requests for our road literature and can attribute this only to our newspaper advertising.'"

The Universal Medium

THERE are 2,038 daily newspapers published in the English language in the United States. These newspapers have a combined circulation each week day of 28,133,082.

Of the 2,038 dailies, 432 are morning newspapers and 1,606 are evening newspapers.

The morning newspapers have a combined circulation of 9,894,693.

The evening newspapers have a combined circulation of 18,238,389.

There are 536 Sunday newspapers and these have a combined circulation of 18,948,178.

The combined minimum national advertising line rate of the 432 morning newspapers is $26.17, of the 1,606 evening newspapers is $59.99 and of the 536 Sunday newspapers is $43.38.

NEWSPAPER reading is a universal daily habit; newspaper advertising therefore reaches each day virtually all who buy.

Newspaper advertising is the lifeblood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality.

Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. Manufacturers use it to cover markets where it is profitable to do business.

Newspaper advertising insures quick, thorough and economical dealer distribution and dealer good will, because retailers are willing to sell products advertised direct to their own customers.

Newspaper advertising enables manufacturers to tell where their products may be bought.

Newspaper advertising can be started or stopped overnight, can be prepared between days to meet sudden developments and to obtain immediate results.

Newspaper advertising enables manufacturers to check advertising results and costs in every market which they enter.

Newspaper advertising costs less than any other kind.

An interesting visualization of the comparative cheapness of newspaper space may be found in the fact that for the cost of mailing a penny postcard to the 28,133,082 daily purchasers of the English language newspapers, more than a full page of advertising could be purchased in each one of them.

The consumption of news print paper necessary to produce the newspapers in 1920 was more than 2,000,000 tons, slightly in excess of 36 lbs. per capita for the entire population.

The volume of national newspaper advertising in 1920 reached the enormous sum of $200,000,000.

This represents a 400 per cent increase in national newspaper advertising in a decade.

Canada—Its Markets and Its Newspapers

Prepared for the Bureau of Advertising by a Canadian Daily Newspaper Publisher.
Statistical data by the Canadian Daily Newspapers Association.

IF the map of Canada be examined, it will be noted that geographically the Dominion is a country of immense longitudinal distances, reaching from ocean to ocean, while its depth is not great at any point.

A study of the people of Canada would indicate not only the difference in language between the two great sections of the population, the English-speaking and the French-speaking, but also a temperamental difference between each province, or group of provinces, and those adjacent.

Climatically, the Dominion varies as the traveler moves from the Atlantic to the Pacific, in the same way, but of course, not to the same extent, as though he were journeying from South to North.

The people of the eastern provinces, Prince Edward Island, Nova Scotia and New Brunswick, constitute an entity, with their own climate, their own commercial pursuits, and their own educational institutions.

Between them and the next English-speaking group lies the province of Quebec, whose population is French-speaking in the proportion of more than five to one compared with those of British origin.

Again the large centers of population in industrial Ontario are separated a thousand miles from those of the grain-growing West, while on the Pacific coast the province of British Columbia is another entity whose people differ entirely in their pursuits and temperament from the people of the prairies.

When one considers the divergence in origin, occupation, temperament and inclination of the Canadian people, it is easy to understand why publications of general circulation find it exceedingly difficult to bridge the great physical barriers encountered in a journey across the Dominion.

CANADA'S NEWSPAPERS

Canada has 108 daily newspapers published either in the English or French language.

The combined daily newspaper circulation is 1,786,432.

The combined minimum national advertising line rate is $4.096.

More than 90 per cent of the adult population of Canada can read and write.

The population of Canada is about 8,750,000.

The "Newspaper Circles"

Because of these physical barriers and because of these differences in the temperament and surroundings of the people of various groups, Canada has become a nation of daily newspaper readers. From the population centers of each of these groups, daily newspapers radiate, suiting in character and contents the people of the group among which they circulate. This is evident in the fact that while Canadian daily newspapers in various parts of the country may agree on national political issues, their attitudes on various other issues are often widely divergent.

These "newspaper circles" extend clear across Canada—there are the big "circles" of the great publishing centers like Montreal, Toronto and Winnipeg, which meet but do not cross, and inside them lie the minor "circles," more local in character and served by daily newspapers of lesser circulation. The advertiser may cover one or more of these major "circles" either by the big

publications alone, or some of them in each center, or he may combine with this coverage the more localized service of the dailies in the smaller newspaper "circles" inside the larger ones.

He may take only one "circle" or any number, or in cases where climate makes no difference, where language and temperament do not matter, and where distribution is complete throughout the country, he may cover the major newspaper "circles" simultaneously and as many of the smaller "circles" therein as he may wish. The more "circles" his appropriation permits of, the more intensive will his campaign be.

One of the desirable features of daily newspaper advertising is its flexibility. Nowhere is flexibility more necessary than in Canada, and nowhere can a flexible system of advertising be more readily devised to take care of all possible demands on a newspaper campaign and serve all possible needs.

Figures Show Opportunities

That Canada is a market of particular interest to United States manufacturers is shown by the fact that 650 American firms maintain Canadian branch factories or offices, and more than 500 American firms have built factories in Canada. A general plan cannot be outlined as to how United States manufacturers may enter Canada, nor can the location of a factory be determined without specific information. Individual inquiries will be answered by the Advertising Promotion Department of the Canadian Daily Newspapers Association, Toronto. Information also will be given on trade marks, patents and other protection under the laws of Canada.

About three-quarters of the Canadian population is British born. Of the French-speaking people, about 95% live in the province of Quebec or adjacent to that province.

During the past ten years the trend of immigration to Canada has been from Great Britain and the United States. Recently, the number from the United States has greatly exceeded that from Great Britain.

In view of its present population and the trend of its immigration, Canada presents notable prospects for development. Its present output of agricultural, animal, fishery, mineral and manufacturing products represents but a small proportion of that of which the country is capable. Among its most valuable natural resources are its grain fields, its forests, its rich mineral deposits and its water power resources.

Markets Should Be Studied

Present and increasing population make Canada the promised land of advertising opportunity, but study and analysis are required before launching into the Canadian market, for the reasons set out in the forepart of this chapter.

That the Canadian market is worthy of attention by the American exporter is demonstrated by the present capital of the people and the standard of education among them. The last census of Canada showed that over 90% of the adult population could read and write in some language. The savings deposits amount to more than $200 per capita, and in addition Canadians hold Government bonds to the average of $250 per capita.

American capital invested in the Dominion is estimated at $1,600,000,000, as compared with $600,000,000 in 1913. There is $400,000,000 invested in United States branch factories in Canada and these factories employ 87,000 persons. In 1920, approximately 50 branches of United States firms were established in Canada, representing a capital investment of $15,000,000.

Canada is the second best customer of the United States, and the United States is Canada's best customer. The Dominion presents opportunities for extension of this trade which are easily accessible. Whatever finds favor with the people of the United States will find a corresponding favor in the Dominion, for the family life of the two countries is based upon the same ideals, tastes and aspirations.

The Bureau of Advertising

THE Bureau of Advertising is an organization supported by 500 newspapers of the United States and Canada to carry on the constructive development of national newspaper advertising.

It is in daily personal communication with advertisers, agencies and publishers on newspaper advertising problems. It has made merchandising surveys of many industries to disclose opportunities for advertisers, and it is constantly adding to its service in that respect. The results of this work and all the data it has accumulated are available for anyone interested.

The Bureau's representatives in New York and Chicago are glad to respond promptly to calls for advice from any section.

The Bureau is not interested in obtaining advertising for any list or group of publications. It has nothing to sell. It strives to create more advertising for all newspapers by helping advertisers use newspaper advertising intelligently and profitably. Its services are rendered with the good will and the compliments of the daily press of North America.

Committee in Charge of Bureau

William F. Rogers, Chairman, The Boston Transcript
Harry Chandler, Vice-Chairman, The Los Angeles Times

Howard Davis.....The New York Tribune
William Findlay.....The Toronto Globe
D. D. Moore..The New Orleans Times-Picayune
Fleming Newbold.....The Washington Star
Lafayette Young, Jr.....The Des Moines Capital
David B. Plum.....The Troy Record
S. E. Thomason.....The Chicago Tribune
Louis Wiley.....The New York Times
John B. Woodward.....The Chicago Daily News

Advisory Members of Committee

Harry D. Reynolds, The Six Point League of New York
Charles B. Nichols, The Newspaper Representatives Association of Chicago

William A. Thomson, Director
Thomas H. Moore, Associate Director
F. Guy Davis, Western Manager

The Bureau's Membership List

(*June 15, 1921*)

ALABAMA
Birmingham, Age-Herald
Birmingham, News

ARIZONA
Bisbee, Daily Review
Douglas, Dispatch
Phoenix, Arizona Gazette
Phoenix, Arizona Republican

ARKANSAS
Fort Smith, S. W. American

CALIFORNIA
Alameda, Times-Star
Bakersfield, Californian
Fresno, Herald & Republican
Hanford, Journal
Long Beach, Press
Los Angeles, Evening Express
Los Angeles, Examiner
Los Angeles, Times
Marysville, Appeal
Oakland, Evening Tribune
Sacramento, Union
Salinas, Daily Index
San Diego, Union & Tribune
San Jose, Mercury-Herald
Stockton, Independent

The Bureau's Membership List

(Continued)

COLORADO

Pueblo, Chieftain
Pueblo, Star-Journal

CONNECTICUT

Ansonia, Sentinel
Bridgeport, Post Publishing Co.
Hartford, Courant
Hartford, Times
Meriden, Journal
Meriden, Record
Naugatuck, Daily News
New London, Day
Norwich, Bulletin
Waterbury, Republican

DELAWARE

Wilmington, Every Evening
Wilmington, Evening Journal
Wilmington, Morning News

DISTRICT OF COLUMBIA

Washington, Post
Washington, Star
Washington, Times

FLORIDA

Daytona, Daily News
Jacksonville, Metropolis
Jacksonville, Times-Union
Miami, Herald
Pensacola, Journal
St. Augustine, Evening Record

GEORGIA

Albany, Herald
Athens, Banner
Atlanta, Journal
Macon, Telegraph
Rome, News
Rome, Tribune-Herald
Savannah, MorningNews

HAWAII

Honolulu, Star-Bulletin

IDAHO

Pocatello, Tribune

ILLINOIS

Aurora, Beacon-News
Bloomington, Bulletin
Bloomington, Pantagraph
Chicago, American
Chicago, Herald & Examiner
Chicago, Daily News
Chicago, Tribune
Danville, Commercial News
Decatur, Review
Evanston, News-Index
Freeport, Journal-Standard
Galesburg, Evening Mail
Jacksonville, Courier
Kankakee, Daily News
Litchfield, News-Herald
Moline, Dispatch
Peoria, Journal & Transcript
Rockford, Register-Gazette
Rockford, Star
Springfield, Illinois State Journal
Springfield, Illinois State Register
Sterling, Gazette

INDIANA

Crawfordsville, Journal
Evansville, Courier
Evansville, Journal
Fort Wayne, Journal-Gazette & Press
Fort Wayne, News & Sentinel
Goshen, News-Times
Indianapolis, News
Lafayette, Journal-Courier
Muncie, Evening Press
Newcastle, Courier
Richmond, Palladium
Rushville, Republican
Seymour, Tribune
South Bend, News-Times
South Bend, Tribune
Wabash, Times-Star

IOWA

Burlington, Hawk-Eye
Cedar Rapids, Gazette
Cedar Rapids, Republican & Times
Davenport, Democrat & Leader
Davenport, Times
Des Moines, Capital
Marshalltown, Times-Republican
Muscatine, Journal & News-Tribune
Ottumwa, Courier
Sioux City, Journal
Sioux City, Tribune
Washington, Journal
Waterloo, Courier

KANSAS

Arkansas City, Daily News
Atchison, Globe
Chanute, Tribune
Hutchinson, News
Iola, Daily Register
Topeka, Capital
Topeka, State Journal
Wichita, Beacon

KENTUCKY

Lexington, Herald
Lexington, Leader

LOUISIANA

Baton Rouge, State-Times
Lake Charles, American-Press
Monroe, News-Star
New Orleans, Item
New Orleans, Times-Picayune
Shreveport, Journal
Shreveport, Times

MAINE

Lewiston, Journal
Portland, Evening Express

MARYLAND

Cumberland, Evening Times
Hagerstown, Herald & Mail

MASSACHUSETTS

Attleboro, Sun
Boston, American & Advertiser
Boston, Globe
Boston, Herald & Traveler
Boston, Post
Boston, Evening Transcript
Fitchburg, Sentinel
Haverhill, Gazette
Lowell, Courier-Citizen & Evening Leader
Lynn, Item
New Bedford, Standard & Mercury
North Adams, Transcript
Salem, Evening News
Taunton, Daily Gazette
Worcester, Telegram & Gazette

MICHIGAN

Adrian, Daily Telegram
Alpena, News
Battle Creek, Enquirer & News
Jackson, Citizen-Patriot
Kalamazoo, Gazette
Lansing, State Journal
Pontiac, Press-Gazette
Port Huron, Times-Herald
Sault Ste. Marie, Evening News

MINNESOTA

Duluth, Herald
Duluth, News-Tribune
Minneapolis, Tribune
Winona, Republican-Herald

MISSISSIPPI

Biloxi, Herald
Natchez, Democrat

MISSOURI

Columbia, Daily Tribune
Hannibal, Courier-Post
Independence, Examiner
Joplin, Globe
Joplin, News-Herald
Kansas City, Star
St. Joseph, News-Press
St. Louis, Globe-Democrat
St. Louis, Post-Dispatch
Springfield, Leader

MONTANA

Anaconda, Standard
Great Falls, Leader
Missoula, Missoulian-Sentinel

NEBRASKA

Hastings, Tribune
Lincoln, Daily Star
Lincoln, State Journal
Norfolk, Daily News
Omaha, World-Herald

NEVADA

Goldfield, Daily Tribune
Reno, Evening Gazette

The Bureau's Membership List

(Continued)

NEW HAMPSHIRE

Manchester, Union-Leader
Portsmouth, Chronicle & Herald

NEW JERSEY

Asbury Park, Press
Elizabeth, Journal
Hackensack, Record
Millville, Republican
Passaic, Daily News
Paterson, Press-Guardian
Perth Amboy, Evening News
Plainfield, Courier-News

NEW YORK

Albany, Knickerbocker-Press
Albany, Times-Union
Auburn, Citizen
Batavia, Daily News
Binghamton, Press & Leader
Brooklyn, Daily Eagle
Buffalo, Evening News
Corning, Evening Leader
Cortland, Standard
Elmira, Star-Gazette
Geneva, Daily Times
Glens Falls, Post-Star
Gloversville, Morning Herald
Gloversville, Leader-Republican
Hudson, Republican
Ithaca, Journal-News
Jamestown, Journal
Jamestown, Morning Post
Kingston, Freeman
Little Falls, Times
Lockport, Union Sun & Journal
Mt. Vernon, Daily Argus
Newburgh, Daily News
New York, American
New York, Evening Post
New York, Sun & New York Herald
New York, Times
New York, Tribune
New York, World
Niagara Falls, Gazette
Olean, Herald
Oneonta, Daily Star
Plattsburg, Press
Port Jervis, Union
Rochester, Democrat & Chronicle
Rochester, Herald
Rochester, Times-Union
Rome, Sentinel
Saratoga Springs, Saratogian
Schenectady, Gazette
Schenectady, Union-Star
Staten Island, Daily Advance
Syracuse, Post-Standard
Tarrytown, News
Troy, Record
Troy, Times
Utica, Observer
Utica, Press

NORTH CAROLINA

Asheville, Citizen
Greensboro, Daily News
Raleigh, News & Observer
Rocky Mount, Telegram
Winston-Salem, Journal
Winston-Salem, Sentinel

NORTH DAKOTA

Fargo, Forum
Grand Forks, Daily Herald

OHIO

Akron, Beacon Journal
Alliance, Review and Leader
Ashland, Times-Gazette
Ashtabula, Star & Beacon
Athens, Messenger
Bellefontaine, Index-Republican
Bellevue, Gazette
Bowling Green, Sentinel-Tribune
Bucyrus, Telegraph
Cambridge, Jeffersonian
Chillicothe, Gazette
Cincinnati, Enquirer
Cincinnati, Times-Star
Cleveland, Plain Dealer
Cleveland, Press
Coshocton, Tribune & Times Age
Dayton, News
Defiance, Crescent-News
Delaware, Gazette
East Liverpool, Review & Tribune
East Palestine, Daily Leader
Findlay, Republican
Fostoria, Times
Fremont, News
Greenville, Advocate
Hamilton, Journal
Ironton, Morning Irontonian
Kenton, News-Republican
Lancaster, Daily Gazette
Lima, Republican-Gazette
Lorain, Times-Herald
Mansfield, News
Marietta, Register-Leader
Marietta, Times
Marion, Star
Martins Ferry, Times
Marysville, Tribune
Middletown, Daily News-Signal
Mt. Vernon, Republican-News
New Philadelphia, Times
Newark, Advocate
Niles, News
Norwalk, Reflector-Herald
Piqua, Call and Press-Dispatch
Pomeroy, News
Portsmouth, Times & Sun
Salem, News
Sandusky, Register
Springfield, News
Steubenville, Herald-Star
Tiffin, Tribune & Herald
Troy, Daily News
Uhrichsville, Chronicle
Upper Sandusky, Union
Urbana, Citizen & Democrat
Van Wert, Times
Warren, Chronicle
Wilmington, News-Journal
Wooster, Record
Xenia, Republican & Gazette
Youngstown, Telegram
Youngstown, Vindicator
Zanesville, Times-Recorder & Signal

OKLAHOMA

Ardmore, Ardmorite
Enid, Daily Eagle
Lawton, News
McAlester, News-Capital
Muskogee, Daily Phoenix
Muskogee, Times-Democrat
Oklahoma City, Oklahoman & Times
Tulsa, Tribune
Tulsa, World

OREGON

Baker, Herald
Bend, Bulletin
Eugene, Morning Register
Portland, Oregonian
The Dalles, Chronicle

PENNSYLVANIA

Allentown, Call & Item
Allentown, Chronicle and News
Altoona, Mirror
Ashland, Daily News
Beaver, Daily Times
Beaver Falls, Tribune
Bethlehem, Globe
Bradford, Era
Carbondale, Evening Leader
Chester, Republican & Times
Connellsville, Daily Courier
Easton, Express
Erie, Dispatch & Herald
Erie, Times
Harrisburg, Telegraph
Johnstown, Tribune
Kittanning, Simpson's Daily Leader
Lancaster, Intelligencer & News-Journal
Lewiston, Sentinel
Meadville, Tribune-Republican
Mount Carmel, Daily Item
Norristown, Times
Oil City, Derrick
Philadelphia, Public Ledger
Philadelphia, Record
Pittsburgh, Dispatch
Pittsburgh, Gazette-Times & Chronicle-Telegraph
Pittsburgh, Press
Scranton, Times
Sunbury, Daily Item
Warren, Times
Washington, Reporter-Observer
York, Dispatch
York, Gazette & Daily

RHODE ISLAND

Newport, Daily News
Pawtucket, Evening Times
Providence, Journal & Evening Bulletin
Providence, Tribune
Westerly, Sun
Woonsocket, Call and Reporter

SOUTH CAROLINA

Columbia, Record
Columbia, State
Florence, Daily Times
Greenville, News
Greenville, Piedmont
Spartanburg, Herald and Journal

The Bureau's Membership List

(Continued)

TENNESSEE

Chattanooga, News
Chattanooga, Times
Knoxville, Sentinel
Memphis, Commercial-Appeal
Nashville, Banner

TEXAS

Abilene, Reporter
Beaumont, Enterprise
Corsicana, Daily Sun and Semi-Weekly Light
Dallas, News & Journal
Denison, Herald
El Paso, Herald
Fort Worth, Star-Telegram
Galveston, News
Galveston, Tribune
Hillsboro, Evening & Weekly Mirror
Houston, Chronicle
Houston, Post
Marshall, Messenger
Paris, News
San Antonio, Express & Evening News
San Antonio, Light
Temple, Telegram
Wichita Falls, Times

UTAH

Salt Lake City, Tribune

VERMONT

Barre, Daily Times
Brattleboro, Reformer
Burlington, Free Press
Rutland, Herald
Rutland, Evening News
St. Albans, Messenger
St. Johnsbury, Caledonian Record

VIRGINIA

Clifton Forge, Daily Review
Lynchburg, News & Advance
Richmond, News-Leader
Roanoke, Times & World-News

WASHINGTON

Bellingham, Herald & Reveille
Seattle, Post-Intelligencer
Seattle, Times
Spokane, Spokesman-Review
Walla Walla, Bulletin

WEST VIRGINIA

Charleston, Gazette
Clarksburg, Exponent
Clarksburg, Telegram
Fairmont, Times
Fairmont, West Virginian
Martinsburg, Journal

WISCONSIN

Beloit, Daily News
Janesville, Gazette
La Crosse, Tribune & Leader Press
Madison, Wisconsin State Journal
Marinette, Eagle Star
Milwaukee, Journal
Milwaukee, Sentinel
Racine, Times-Call
Superior, Telegram

DOMINION OF CANADA

Brantford, Ont., Expositor
Calgary, Alberta, Herald
Edmonton, Alberta, Journal
Glace Bay, N. S., Gazette
Hamilton, Ont., Spectator
Kingston, Ont., British Whig
Medicine Hat, Alberta, News
Montreal, Que., Star
Moose Jaw, Sask., Evening Times
Nelson, B. C., Daily News
Ottawa, Ont., Journal-Dailies
Quebec, Que., Le Soleil
Quebec, Que., Telegraph
St. Catharines, Ont., Standard
St. John, N. B., Telegraph
St. Thomas, Ont., Times-Journal
Toronto, Ont., Globe
Victoria, B. C., Colonist
Victoria, B. C., Times

THE BUREAU OF ADVERTISING
American Newspaper Publishers Association

World Building, New York — Marquette Building, Chicago

23657

END OF
TITLE